

## Martin, William

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**From:** sccactivatorsupport@smartcitiescouncil.com  
**Sent:** Sunday, February 10, 2019 7:45 PM  
**To:** Martin, William  
**Subject:** Smart Cities Council: You can now start your Readiness Challenge application

Hi William,

Thanks for taking an important step to improve the livability, workability and sustainability of your community by requesting to apply for the 2019 Smart Cities Readiness Challenge.

This link will give you full access to your Readiness Challenge application:  
[Start your application now!](#)

Now that you have been approved, here's what's next:

1. Log in to the Readiness Challenge application.

You now have access to the Readiness Challenge application form. Use the email address and password that you already created for the Smart Cities Council site. If you [forgot your password](#), you can reset it. If you are still stuck, please [send us an email](#)

2. Review the instructional videos.

The Readiness Challenge process itself is almost like a smart cities workshop. It's designed to help coach you to strengthen your vision and build consensus. The videos will show you how to get the most from the application process.

3. Start building your application dream team.

In the application, you will be asked to specify three priority areas for your community and provide a vision for at least one project you would like to do in each of those areas. Reach out to people in other departments for help — and consider adding them to your application team. You can authorize multiple people to work on your application with you. If you need help, let us know.

4. Let's get to work!

The application isn't long, but the January 18 deadline will be here before you know it. The application saves the work as you go, so you can start answering questions today to make the process easier later. Just log back in to the Readiness Challenge application to pick up where you left off. Progress indicators show how much work is left to do. You can make a lot of progress quickly by answering the introductory questions now.

5. Don't be afraid to ask for help.

Our mission is to help you accelerate your smart cities initiatives. If at any time you get stuck, let us help.

[ilto:sccactivatorsupport@smartcitiescouncil.com">Email - Technical Questions](mailto:sccactivatorsupport@smartcitiescouncil.com)

[ilto:jennifer.james@smartcitiescouncil.com">Email - About Application or the Process](mailto:jennifer.james@smartcitiescouncil.com)

And don't forget, to be considered for the 2019 Smart Cities Readiness Challenge, you need to hit the "submit" button on your application by January 18.

Sincerely,  
Smart Cities Council

## Martin, William

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**From:** Jon DeKeles <jon.dekeles@smartcitiescouncil.com>  
**Sent:** Monday, February 11, 2019 5:22 PM  
**To:** Martin, William  
**Subject:** Re: Smart Cities Council: You can now start your Readiness Challenge application

You should have received an email with a link in the invitation that needs to be clicked.

I have resent the email. Please check in your spam folder

Let me know.

All the best,  
Jon

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**Jon DeKeles** | Global CIO | Smart Cities Council  
208-773-7622 | [jon.dekeles@SmartCitiesCouncil.com](mailto:jon.dekeles@SmartCitiesCouncil.com)

Get [SmartCitiesNow](#), the weekly newsletter highlighting smart city trends, technologies and techniques

Download the free [Smart Cities Readiness Guide](#), the first collaborative, comprehensive framework for a smart city

Click to view a brief video explaining why your company may wish to [join the Smart Cities Council](#)

On Mon, Feb 11, 2019 at 2:13 PM Martin, William <[William.Martin@cityofracine.org](mailto:William.Martin@cityofracine.org)> wrote:

Dear Smart Cities Council:

I recently joined the Office of the Mayor for the City of Racine as the Innovation Officer. The City of Racine is partnering with Foxconn and others, and has developed an application. However, as the staffer responsible for submitting the application later this week, I do not yet have access to your system to make that submission.

Our partner, Foxconn, has provided an invitation to serve as an Organizational Administrator for the application, but my status still reflects "Invited" under the "Users" tab. Would you please let me know next steps to have my access approved, so I can officially submit the application later this week? Thanks!

Warmly,



William Martin, Innovation Officer

Office of the Mayor, City of Racine

Telephone: 414-350-4207

*Ask Me How You Can Earn Extraordinary Returns  
by Investing in Racine*

**From:** [sccactivatorsupport@smartcitiescouncil.com](mailto:sccactivatorsupport@smartcitiescouncil.com) <[sccactivatorsupport@smartcitiescouncil.com](mailto:sccactivatorsupport@smartcitiescouncil.com)>

**Sent:** Sunday, February 10, 2019 7:45 PM

**To:** Martin, William <[William.Martin@cityofracine.org](mailto:William.Martin@cityofracine.org)>

**Subject:** Smart Cities Council: You can now start your Readiness Challenge application

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<mailto:sccactivatorsupport@smartcitiescouncil.com>">Email - Technical Questions

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And don't forget, to be considered for the 2019 Smart Cities Readiness Challenge, you need to hit the "submit" button on your application by January 18.

Sincerely,  
Smart Cities Council

## Martin, William

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**From:** noreply@salesforce.com on behalf of Kevin Ebi <kevin.ebi@smartcitiescouncil.com>  
**Sent:** Tuesday, February 12, 2019 10:04 AM  
**To:** Martin, William  
**Subject:** Smart Cities Readiness Challenge applications are due Friday (why you can't lose)

Dear William,

We've said it before, but it bears repeating: You will gain big benefits just by completing the Readiness Challenge application, whether or not you win.

Some of the benefits come just from filling in the application. All the questions are linked to knowledge resources, so you and your colleagues can raise your smart city IQs as you go along. Since the process requires input from different departments, you're also gaining visibility and consensus. And we all know the value of a deadline — in this case Friday, **February 15** — to act as a forcing function that gets people motivated.

But many of the benefits come *after* you hit “submit.” All entrants get the use of the Smart Cities Project Activator, an online tool for planning and managing smart city projects. Here are just a few of the ways Activator can help you in 2019.

- **Stakeholder mapping and engagement.** Finally — a highly visual way to map and manage the complex legal, financial, technical, and fiduciary relationships with your internal and external stakeholders.
- **Project planning** including modules for uncovering alternative business models and revenue streams.
- **Citizen-centric design.** Modules to map out citizen use cases and "customer journeys" to ensure your projects are aimed at things citizens care about.
- **Financing assistance.** At your option, push a button to show several financiers what you want to do, so they can determine if a public/private partnership or other financial structure is feasible for you.

**Click here to return to your application** and make a final check to see if you can make any last-minute improvements.

And don't forget to **hit the “submit” button by Friday, February 15**. Even if you don't win, you'll still get access to the Smart Cities Project Activator and other free benefits... provided you hit “submit.”

As always, if you have any questions, please contact me. Our motivation is to help communities accelerate their efforts to become more livable, workable and sustainable, and I want to make sure you're getting the help you need.

Best wishes,

Kevin Ebi  
Director, North American Readiness Program  
Smart Cities Council

## Martin, William

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**From:** noreply@salesforce.com on behalf of Kevin Ebi <kevin.ebi@smartcitiescouncil.com>  
**Sent:** Thursday, February 14, 2019 10:34 AM  
**To:** Martin, William  
**Subject:** Smart Cities Readiness Challenge closes tomorrow. Submit your application.

Hi William,

Just a quick reminder that the Smart Cities Readiness Challenge closes tomorrow night (Friday, February 15 at 11:59 p.m. Pacific).

I encourage you to hit the Submit button on your application before the deadline. The Smart Cities Readiness Challenge is a competition where everyone wins. Just for submitting an application, you get free access all year to the Smart Cities Activator, an online collaborative tool that helps you strengthen your vision, build consensus and begin to scope projects.

You can return to your application through this link: <https://activator.smartcitiescouncil.com>

If there's anything I can do to help you get your application in, please reply to this message and let me know.

Sincerely,

Kevin Ebi  
Director, North American Readiness Program  
Smart Cities Council

## Martin, William

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**From:** Kevin Ebi <kevin.ebi@smartcitiescouncil.com>  
**Sent:** Friday, February 15, 2019 11:55 AM  
**To:** Mayor; Martin, William  
**Subject:** Smart Cities Readiness Challenge closes today. Let me know if you need help.

Just a quick reminder that the Smart Cities Readiness Challenge application period closes tonight, February 15 at 11:59 p.m. Pacific.

Since you have made so much progress on your application already, I'm just checking to see if you need any help to submit it by the deadline tonight. If so, just let me know.

If not, you can access and submit your application at <https://activator.smartcitiescouncil.com>

Best wishes and good luck!

--

Kevin Ebi | Director, North American Readiness Program | [Smart Cities Council](mailto:kevin.ebi@smartcitiescouncil.com)®  
[kevin.ebi@smartcitiescouncil.com](mailto:kevin.ebi@smartcitiescouncil.com) | (425) 610-9453



**Martin, William**

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**From:** sccactivatorsupport@smartcitiescouncil.com  
**Sent:** Friday, February 15, 2019 3:18 PM  
**To:** Martin, William  
**Subject:** Application Submitted

Hello William,

Congratulations, you have submitted 2019 Smart Cities Council Readiness Challenge.

Thank you for your time.

Regards,  
The SCC Team

## Martin, William

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**From:** noreply@salesforce.com on behalf of Kevin Ebi <kevin.ebi@smartcitiescouncil.com>  
**Sent:** Wednesday, February 27, 2019 2:30 PM  
**To:** Martin, William  
**Subject:** Here's what's next with the Smart Cities Readiness Challenge

Dear William,

Thank you for participating in the 2019 Smart Cities Readiness Challenge — our largest and most impressive North American challenge so far! Our selection committee is impressed with the compelling visions, the demonstrations of collaboration and the ambitious project plans that focus on value for their communities.

Whether or not you are ultimately selected as one of our five winners, you are now part of our Readiness Network. We will be in touch throughout the year with tools and tips to help you accelerate your efforts. For now, here's what's next:

**Finalists will be announced on March 14.** If you are selected as a finalist, we will be in touch then to schedule an interview so that our judges can learn more about your vision and plans.

**Winners will be announced April 16 at Smart Cities Week San Diego.** They will be honored at an awards ceremony and will also be sharing their secrets for success at a special Smart Cities Week session. [Register to attend](#). (All 10 finalists will each receive a travel scholarship to send one person from their organization to Smart Cities Week San Diego.)

**You will soon gain access to Smart Cities Activator.** Because you participated in the Readiness Challenge, we will provide you with free access this year to Activator, our online platform that enables collaborative planning and knowledge sharing, and helps you manage your smart cities ecosystem. Get a head start by registering for a [free Activator workshop at Smart Cities Week San Diego](#). We will show you to get started and get your feedback to help us prioritize work on planning templates.

Thanks for participating in the Readiness Challenge. We look forward to working with you to help you accelerate your smart cities efforts.

If you have any questions, please reply and let me help.

Sincerely,

Kevin Ebi  
Director, North American Readiness Program  
Smart Cities Council

**Martin, William**

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**From:** sccactivatorsupport@smartcitiescouncil.com  
**Sent:** Friday, March 8, 2019 9:34 AM  
**To:** Martin, William  
**Subject:** Smart Cities Council Project Activator Reset Password Instructions

Hi William,

We have received a request to change your password, and you can do this through the link below.

[Change my password](#)

If you didn't request this, please ignore this email.

Your password won't change until you access the link above and create a new one.

Regards,  
Smart Cities Council Project Activator Team

If you need help: please email [sccactivatorsupport@smartcitiescouncil.com](mailto:sccactivatorsupport@smartcitiescouncil.com)

## Martin, William

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**From:** Kevin Ebi <kevin.ebi@smartcitiescouncil.com>  
**Sent:** Friday, March 8, 2019 11:32 AM  
**To:** Mayor; Martin, William  
**Cc:** Lila Fleishman  
**Subject:** Congratulations - Racine in a Smart Cities Readiness Challenge finalist  
**Attachments:** Travel grant\_Racine.pdf

Congratulations! I'm writing to let you know that Racine has been selected as one of the 10 finalists in our 2019 Smart Cities Readiness Challenge. I can't stress enough that this is an incredible accomplishment. We had record participation in this year's challenge and we were impressed with the strong visions and ambitious projects in the detailed applications.

Here's what's next:

**For now, please keep the news to yourself.** Please do not yet share this news to the press or on your social media. We will officially announce you as a finalist on Friday, March 15, and encourage you to share your news then. We will be in touch shortly to get our approval for how we will describe you and your efforts in our announcement.

**Make plans to join us at Smart Cities Week San Diego.** We are providing a travel scholarship to allow you to send one person from your team to Smart Cities Week. Details are in the attached letter. When making your plans, please allow time in your schedule to attend one of our Smart Cities Activator sessions (they are listed on the Smart Cities Week program). Activator is designed to help you accelerate your smart cities efforts and we will be providing you with free access to use it this year. The session will help you get started quickly while providing us valuable feedback to make the tool more useful to you. Additionally, we will also have a special awards ceremony at Smart Cities Week on April 16 to announce the winners of the Readiness Challenge and celebrate your accomplishment.

**We will be in touch to schedule interviews.** As a final step in selecting the five winners of a year-long Readiness Program, we will be scheduling online interviews with each of the finalists. These interviews will be 30-45 minutes and will take place March 15-29. Lila Fleishman, who is copied on this message, will reach out to you to schedule an interview time.

Again, congratulations! We look forward to working with you and seeing you in San Diego.

Sincerely,

Kevin

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Kevin Ebi | Director, North American Readiness Program | [Smart Cities Council](mailto:kevin.ebi@smartcitiescouncil.com)®  
[kevin.ebi@smartcitiescouncil.com](mailto:kevin.ebi@smartcitiescouncil.com) | (425) 610-9453

## Martin, William

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**From:** Martin, William  
**Sent:** Monday, March 11, 2019 1:30 PM  
**To:** Lila Fleishman  
**Cc:** 'Kevin Ebi'  
**Subject:** FW: Congratulations - Racine is a Smart Cities Council Readiness Challenge Finalist

Dear Ms. Fleishman:

The City of Racine is still on Cloud 9 over Friday's news that we are one of the 10 finalists for the 2019 Smart Cities Council Readiness Challenge. I have reviewed Mayor Mason's schedule, and identified potential opportunities for the finalist interview in an effort to be helpful in potentially expediting the scheduling. We will accommodate your schedule to the best of our abilities, but know that the Mayor's ability to participate would be greatest during the following dates and times:

- Monday, March 25, 2019, 12:00 p.m.—3:00 p.m. (Central Time)
- Tuesday, March 26, 2019, 12:00 p.m.-3:30 p.m. (Central Time)

If neither of these dates work for you and your colleagues, we certainly understand and will work with you to find a date and time that does. I am at your service, and happy to work with you in finalizing the interview.

Thanks again for this great honor!

Warmly,



**William Martin, Innovation Officer**  
**City of Racine, Office of the Mayor**  
**Telephone: 414-350-4207**  
*Ask Me How You Can Benefit by Investing in the  
City of Racine & Its People*

**From:** Kevin Ebi <kevin.ebi@smartcitiescouncil.com>  
**Sent:** Friday, March 8, 2019 11:32 AM  
**To:** Mayor <Mayor@cityofracine.org>; Martin, William <William.Martin@cityofracine.org>  
**Cc:** Lila Fleishman <lila.fleishman@smartcitiescouncil.com>  
**Subject:** Congratulations - Racine in a Smart Cities Readiness Challenge finalist

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**Make plans to join us at Smart Cities Week San Diego.** We are providing a travel scholarship to allow you to send one person from your team to Smart Cities Week. Details are in the attached letter. When making your plans, please allow time in your schedule to attend one of our Smart Cities Activator sessions (they are listed on the Smart Cities Week program). Activator is designed to help you accelerate your smart cities efforts and we will be providing you with free access to use it this year. The session will help you get started quickly while providing us valuable feedback to make the tool more useful to you. Additionally, we will also have a special awards ceremony at Smart Cities Week on April 16 to announce the winners of the Readiness Challenge and celebrate your accomplishment.

**We will be in touch to schedule interviews.** As a final step in selecting the five winners of a year-long Readiness Program, we will be scheduling online interviews with each of the finalists. These interviews will be 30-45 minutes and will take place March 15-29. Lila Fleishman, who is copied on this message, will reach out to you to schedule an interview time.

Again, congratulations! We look forward to working with you and seeing you in San Diego.

Sincerely,

Kevin

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Kevin Ebi | Director, North American Readiness Program | [Smart Cities Council®](#)  
[kevin.ebi@smartcitiescouncil.com](mailto:kevin.ebi@smartcitiescouncil.com) | (425) 610-9453

## Martin, William

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**From:** Kevin Ebi <kevin.ebi@smartcitiescouncil.com>  
**Sent:** Tuesday, March 12, 2019 1:37 PM  
**To:** diane.koepke@fewidev.com; Mayor; Martin, William  
**Subject:** PLEASE REVIEW: Smart Cities Readiness Challenge announcement

Congratulations again on being selected a finalist in our 2019 Smart Cities Readiness Challenge. We will be announcing your status as a finalist on Friday, March 15, at which time you're encouraged to share the good news as well.

Please review the following paragraph, which is how we propose to describe your efforts in our announcement:

**Racine, WI**, is a post-industrial city poised for an economic comeback. In the midst of substantial redevelopment initiatives, it plans to turn its community into a smart cities laboratory that will serve as a showcase for other cities in similar situations. Among its numerous partners is Foxconn Technology Group, a company that plans to invest billions in the region, including an Innovation Center and related facilities in the City's downtown.

If you would like to suggest any changes, please reply with them no later than noon Eastern time Thursday.

Thanks, in advance, for helping us share news about your accomplishment.

Sincerely,

Kevin

**Kevin Ebi** | Director, North American Readiness Program | [Smart Cities Council](mailto:kevin.ebi@smartcitiescouncil.com)®  
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## Martin, William

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**From:** Heather Martin <heather.martin@smartcitiescouncil.com>  
**Sent:** Thursday, March 14, 2019 9:12 AM  
**To:** Mason, Cory; Martin, William  
**Cc:** Mora, Maricela; Danielle Miller Wagner  
**Subject:** Re: connecting re: Smart Cities Week

Good morning, Mayor Mason!

I'm circling back on this thread to inquire if you've given any further thought into participating in the City Readiness Hub session at Smart Cities Week.

Now that Racine has been recognized as a Readiness Challenge Finalist, we're keen to connect and finalize your participation in this session, and possibly another, depending on who plans to represent the City at the event.

I'm looping in my colleague, Danielle Miller Wagner, who is in charge of the program and who may want to leverage your (or another's) participation at the conference for a second session, in addition to the City Readiness Hub.

Let us know what you think! And congratulations on Racine's selection as a finalist!

Best,  
Heather

On Fri, Feb 22, 2019 at 1:41 PM Heather Martin <[heather.martin@smartcitiescouncil.com](mailto:heather.martin@smartcitiescouncil.com)> wrote:  
Thanks, Mayor Mason! I'm checking in to see if you've been able to identify if this opportunity will work with your schedule.

We're looking forward to welcoming you to the line-up of cities (and expert speakers) at Smart Cities Week.

Best,  
Heather

On Thu, Feb 14, 2019 at 6:12 PM Mason, Cory <[Cory.Mason@cityofracine.org](mailto:Cory.Mason@cityofracine.org)> wrote:  
That sounds like a great opportunity.

Let me confirm on my calendar that I can make that work.

Sincerely,

Cory Mason  
Mayor of Racine

On Feb 14, 2019, at 11:34 AM, Heather Martin <[heather.martin@smartcitiescouncil.com](mailto:heather.martin@smartcitiescouncil.com)> wrote:

Good Afternoon, Mayor Mason,



I'm reaching out because my colleague, Jennifer James, and I were discussing plans for Smart Cities Week in San Diego this spring and we have an opportunity to discuss with you.

We think the City of Racine would be an excellent candidate to participate in one of our most popular sessions at Smart Cities Week: the **City Readiness Hub**.

The premise of these sessions is an unscripted dialogue between a "Featured City" that we identify as a city that is earlier in its smart city journey. We pair each Featured City with a Mentor City, defined as a city that is farther down the path of becoming a smart city. The result is an incredibly engaging dialogue that benefits not only each city, but the session attendees as well.

You can read more about the City Readiness Hub here: <https://www.smartcitiesweek.com/2018-washington/city-readiness-hub/>. The cities that participated in these sessions during our 2018 events all raved about what a wonderful experience it was. Their testimonials are included in the link above.

For this particular session, we are envisioning pulling in some of the folks from Baltimore, MD as mentors, but that is not yet confirmed.

Since the City of Racine is already engaged in a Readiness Challenge application, we are confident it would be an excellent candidate for a "Featured City." We're reaching out to you directly, as you've been spearheading the work on the Readiness Challenge application!

Please let me know what you think, and of course, if you have any questions. The session we're looking at is on Tuesday, April 16. Additional details about Smart Cities Week: San Diego can also be found here: <https://sandiego2019.smartcitiesweek.com/>

I look forward to the possibility of working with you!

Best,  
Heather

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Heather Martin | Director, Readiness Program at Smart Cities Week | Smart Cities Council®  
202-615-2527 | [Heather.Martin@SmartCitiesCouncil.com](mailto:Heather.Martin@SmartCitiesCouncil.com)

Review the [Smart Cities Council Opportunity Calendar](#) to see upcoming conferences, workshops, and theme editions.

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202-615-2527 | [Heather.Martin@SmartCitiesCouncil.com](mailto:Heather.Martin@SmartCitiesCouncil.com)

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## Martin, William

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**From:** Martin, William  
**Sent:** Thursday, March 14, 2019 10:45 AM  
**To:** 'Kevin Ebi'  
**Cc:** diane.koepke@fewidev.com; Mayor  
**Subject:** RE: PLEASE REVIEW: Smart Cities Readiness Challenge Announcement

Dear Mr. Ebi:

Thanks again for this honor! The City of Racine and its partner, Foxconn Technology Group, are grateful for this acknowledgment by the Smart Cities Council as a finalist. We approve the statement you provided below, and look forward to participating in the interview process as well as Smart Cities Week.

Warmly,



**William Martin, Innovation Officer**  
**City of Racine, Office of the Mayor**  
**Telephone: 414-350-4207**  
*Ask Me How You Can Benefit by Investing in the  
City of Racine & Its People*

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Sincerely,

Kevin

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## Martin, William

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**From:** Martin, William  
**Sent:** Thursday, March 14, 2019 2:55 PM  
**To:** 'Heather Martin'; Danielle Miller Wagner  
**Cc:** Mason, Cory; Mora, Maricela; Powell, Shannon  
**Subject:** Potential Speaking Engagement(s) during Smart Cities Week

Dear Heather & Danielle:

Thank you so much for reaching out to Mayor Mason and the City of Racine! We are all so honored for the City of Racine to have been selected as a finalist for the 2019 Smart Cities Council Readiness Challenge, and look forward to joining you in San Diego soon.

Maricela and I had the opportunity to meet with the Mayor this afternoon, and he would be delighted to participate in the City Readiness Hub as well as any other panel/presentation you may desire. The City of Racine is the first Smart Cities Readiness Challenge finalist with a population under 100,000, making it representative of vast majority of American cities who may just be getting started in launching local Smart City initiatives.

Mayor Mason; Shannon Powell, Communications Director; and I will be representing the City of Racine for Smart Cities Week. We intend to fly in on Sunday, April 14<sup>th</sup>, and will depart on Thursday, April 18<sup>th</sup>. So, the Mayor will be available to participate in any way you would like throughout the conference.

Thanks again! We look forward to meeting you in person.

Warmly,



**William Martin, Innovation Officer**  
**City of Racine, Office of the Mayor**  
**Telephone: 414-350-4207**  
*Ask Me How You Can Benefit by Investing in the  
City of Racine & Its People*

**From:** Heather Martin <heather.martin@smartcitiescouncil.com>  
**Sent:** Thursday, March 14, 2019 9:12 AM  
**To:** Mason, Cory <Cory.Mason@cityofracine.org>; Martin, William <William.Martin@cityofracine.org>  
**Cc:** Mora, Maricela <Maricela.Mora@cityofracine.org>; Danielle Miller Wagner <danielle.wagner@smartcitiescouncil.com>  
**Subject:** Re: connecting re: Smart Cities Week

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I'm looping in my colleague, Danielle Miller Wagner, who is in charge of the program and who may want to leverage your (or another's) participation at the conference for a second session, in addition to the City Readiness Hub.

Let us know what you think! And congratulations on Racine's selection as a finalist!

Best,  
Heather

On Fri, Feb 22, 2019 at 1:41 PM Heather Martin <[heather.martin@smartcitiescouncil.com](mailto:heather.martin@smartcitiescouncil.com)> wrote:

Thanks, Mayor Mason! I'm checking in to see if you've been able to identify if this opportunity will work with your schedule.

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Let me confirm on my calendar that I can make that work.

Sincerely,

Cory Mason  
Mayor of Racine

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Please let me know what you think, and of course, if you have any questions. The session we're looking at is on Tuesday, April 16. Additional details about Smart Cities Week: San Diego can also be found here: <https://sandiego2019.smartcitiesweek.com/>

I look forward to the possibility of working with you!

Best,  
Heather

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Heather Martin | Director, Readiness Program at Smart Cities Week | Smart Cities Council®  
202-615-2527 | [Heather.Martin@SmartCitiesCouncil.com](mailto:Heather.Martin@SmartCitiesCouncil.com)

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## Martin, William

---

**From:** Heather Martin <heather.martin@smartcitiescouncil.com>  
**Sent:** Thursday, March 14, 2019 3:08 PM  
**To:** Martin, William  
**Cc:** Danielle Miller Wagner; Mason, Cory; Mora, Maricela; Powell, Shannon  
**Subject:** Re: Potential Speaking Engagement(s) during Smart Cities Week

This is fantastic news! We are thrilled to have you join us.

Danielle will likely have some follow-up questions to determine on which additional panel session to place the Mayor. But in the interim, I would love to move forward with finalizing the placement on the City Readiness Hub.

Would you be able to send over the Mayor's headshot and bio so we can add it formally to the agenda?

We are so excited you will be sending a team out to San Diego! You will be hearing from me shortly under separate cover with additional exciting details about our VIP program with some exclusive activities for you all to enjoy while in San Diego.

Can't wait to meet you all in San Diego!

Best,  
Heather

On Thu, Mar 14, 2019 at 3:54 PM Martin, William <[William.Martin@cityofracine.org](mailto:William.Martin@cityofracine.org)> wrote:

Dear Heather & Danielle:

Thank you so much for reaching out to Mayor Mason and the City of Racine! We are all so honored for the City of Racine to have been selected as a finalist for the 2019 Smart Cities Council Readiness Challenge, and look forward to joining you in San Diego soon.

Maricela and I had the opportunity to meet with the Mayor this afternoon, and he would be delighted to participate in the City Readiness Hub as well as any other panel/presentation you may desire. The City of Racine is the first Smart Cities Readiness Challenge finalist with a population under 100,000, making it representative of vast majority of American cities who may just be getting started in launching local Smart City initiatives.

Mayor Mason; Shannon Powell, Communications Director; and I will be representing the City of Racine for Smart Cities Week. We intend to fly in on Sunday, April 14<sup>th</sup>, and will depart on Thursday, April 18<sup>th</sup>. So, the Mayor will be available to participate in any way you would like throughout the conference.

Thanks again! We look forward to meeting you in person.

Warmly,



**William Martin, Innovation Officer**

**City of Racine, Office of the Mayor**

**Telephone: 414-350-4207**

*Ask Me How You Can Benefit by Investing in the  
City of Racine & Its People*

**From:** Heather Martin <[heather.martin@smartcitiescouncil.com](mailto:heather.martin@smartcitiescouncil.com)>

**Sent:** Thursday, March 14, 2019 9:12 AM

**To:** Mason, Cory <[Cory.Mason@cityofracine.org](mailto:Cory.Mason@cityofracine.org)>; Martin, William <[William.Martin@cityofracine.org](mailto:William.Martin@cityofracine.org)>

**Cc:** Mora, Maricela <[Maricela.Mora@cityofracine.org](mailto:Maricela.Mora@cityofracine.org)>; Danielle Miller Wagner

<[danielle.wagner@smartcitiescouncil.com](mailto:danielle.wagner@smartcitiescouncil.com)>

**Subject:** Re: connecting re: Smart Cities Week

Good morning, Mayor Mason!

I'm circling back on this thread to inquire if you've given any further thought into participating in the City Readiness Hub session at Smart Cities Week.

Now that Racine has been recognized as a Readiness Challenge Finalist, we're keen to connect and finalize your participation in this session, and possibly another, depending on who plans to represent the City at the event.

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Let us know what you think! And congratulations on Racine's selection as a finalist!

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Heather

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Cory Mason

Mayor of Racine

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Please let me know what you think, and of course, if you have any questions. The session we're looking at is on Tuesday, April 16. Additional details about Smart Cities Week: San Diego can also be found here: <https://sandiego2019.smartcitiesweek.com/>

I look forward to the possibility of working with you!

Best,  
Heather

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Heather Martin | Director, Readiness Program at Smart Cities Week | Smart Cities Council®

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## **Martin, William**

---

**From:** Martin, William  
**Sent:** Thursday, March 14, 2019 3:11 PM  
**To:** Danielle Miller Wagner  
**Cc:** 'scw-sandiego@mci-group.com'; Mora, Maricela; Mason, Cory  
**Subject:** Smart Cities Week Readiness Ambassador | City of Racine

Dear Danielle:

Thank you so much to you and the Smart Cities Council for extending the Readiness Ambassador opportunity! Mayor Cory Mason is pleased to accept this travel grant on behalf of the City of Racine. The Mayor's contact information is as follows:

Mayor Cory Mason  
City of Racine  
730 Washington Avenue  
Racine, Wisconsin 53403  
[Mayor@CityofRacine.org](mailto:Mayor@CityofRacine.org)  
262-636-9111

If you need any further information, please feel free to contact me at your convenience.

Thanks again!

Warmly,



**William Martin, Innovation Officer**  
**City of Racine, Office of the Mayor**  
**Telephone: 414-350-4207**  
*Ask Me How You Can Benefit by Investing in the  
City of Racine & Its People*

## Martin, William

---

**From:** Lila Fleishman <lila.fleishman@smartcitiescouncil.com>  
**Sent:** Friday, March 15, 2019 3:03 PM  
**To:** Martin, William; Jennifer James  
**Cc:** Kevin Ebi  
**Subject:** Re: FW: Congratulations - Racine is a Smart Cities Council Readiness Challenge Finalist

Hello William,

Thank you for suggesting a time, I have invited you to a calendar invite with a GoToMeeting link for Monday, March 25th at noon Central Time, please invite the relevant parties to join the discussion. Please let me know if you have any questions.

Thank you and looking forward to working with you.

Best,  
Lila

On Mon, Mar 11, 2019 at 12:30 PM Martin, William <[William.Martin@cityofracine.org](mailto:William.Martin@cityofracine.org)> wrote:

Dear Ms. Fleishman:

The City of Racine is still on Cloud 9 over Friday's news that we are one of the 10 finalists for the 2019 Smart Cities Council Readiness Challenge. I have reviewed Mayor Mason's schedule, and identified potential opportunities for the finalist interview in an effort to be helpful in potentially expediting the scheduling. We will accommodate your schedule to the best of our abilities, but know that the Mayor's ability to participate would be greatest during the following dates and times:

- Monday, March 25, 2019, 12:00 p.m.—3:00 p.m. (Central Time)
- Tuesday, March 26, 2019, 12:00 p.m.-3:30 p.m. (Central Time)

If neither of these dates work for you and your colleagues, we certainly understand and will work with you to find a date and time that does. I am at your service, and happy to work with you in finalizing the interview.

Thanks again for this great honor!



Warmly,



**William Martin, Innovation Officer**

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*Ask Me How You Can Benefit by Investing in the  
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**From:** Kevin Ebi <[kevin.ebi@smartcitiescouncil.com](mailto:kevin.ebi@smartcitiescouncil.com)>

**Sent:** Friday, March 8, 2019 11:32 AM

**To:** Mayor <[Mayor@cityofracine.org](mailto:Mayor@cityofracine.org)>; Martin, William <[William.Martin@cityofracine.org](mailto:William.Martin@cityofracine.org)>

**Cc:** Lila Fleishman <[lila.fleishman@smartcitiescouncil.com](mailto:lila.fleishman@smartcitiescouncil.com)>

**Subject:** Congratulations - Racine in a Smart Cities Readiness Challenge finalist

Congratulations! I'm writing to let you know that Racine has been selected as one of the 10 finalists in our 2019 Smart Cities Readiness Challenge. I can't stress enough that this is an incredible accomplishment. We had record participation in this year's challenge and we were impressed with the strong visions and ambitious projects in the detailed applications.

Here's what's next:

**For now, please keep the news to yourself.** Please do not yet share this news to the press or on your social media. We will officially announce you as a finalist on Friday, March 15, and encourage you to share your news then. We will be in touch shortly to get our approval for how we will describe you and your efforts in our announcement.

**Make plans to join us at Smart Cities Week San Diego.** We are providing a travel scholarship to allow you to send one person from your team to Smart Cities Week. Details are in the attached letter. When making your plans, please allow time in your schedule to attend one of our Smart Cities Activator sessions (they are listed on the Smart Cities Week program). Activator is designed to help you accelerate your smart cities efforts and we will be providing you with free access to use it this year. The session will help you get started quickly while providing us valuable feedback to make the tool more useful to you. Additionally, we will also have a

special awards ceremony at Smart Cities Week on April 16 to announce the winners of the Readiness Challenge and celebrate your accomplishment.

**We will be in touch to schedule interviews.** As a final step in selecting the five winners of a year-long Readiness Program, we will be scheduling online interviews with each of the finalists. These interviews will be 30-45 minutes and will take place March 15-29. Lila Fleishman, who is copied on this message, will reach out to you to schedule an interview time.

Again, congratulations! We look forward to working with you and seeing you in San Diego.

Sincerely,

Kevin

--

Kevin Ebi | Director, North American Readiness Program | [Smart Cities Council®](#)

[kevin.ebi@smartcitiescouncil.com](mailto:kevin.ebi@smartcitiescouncil.com) | (425) 610-9453

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## Martin, William

---

**From:** Martin, William  
**Sent:** Friday, March 15, 2019 5:05 PM  
**To:** Lila Fleishman  
**Cc:** Kevin Ebi; Jennifer James; Mason, Cory  
**Subject:** RE: FW: Congratulations - Racine is a Smart Cities Council Readiness Challenge Finalist

Dear Lila:

Thanks so much for your graciousness in coordinating the scheduling with us. Mayor Mason and our partners are excited to participate with you and your colleagues in the Smart Cities Council Readiness Challenge interview. If there is any further guidance or best practices regarding the interview, please feel free to share at your convenience. We certainly want to be as responsive as possible and maximize this incredible opportunity you have afforded us.

Thanks again, and have a wonderful weekend!

Warmly,



**William Martin, Innovation Officer**  
**City of Racine, Office of the Mayor**  
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*Ask Me How You Can Benefit by Investing in the  
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**From:** Lila Fleishman <lila.fleishman@smartcitiescouncil.com>  
**Sent:** Friday, March 15, 2019 3:03 PM  
**To:** Martin, William <William.Martin@cityofracine.org>; Jennifer James <jennifer.james@smartcitiescouncil.com>  
**Cc:** Kevin Ebi <kevin.ebi@smartcitiescouncil.com>  
**Subject:** Re: FW: Congratulations - Racine is a Smart Cities Council Readiness Challenge Finalist

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**Sent:** Friday, March 8, 2019 11:32 AM

**To:** Mayor <[Mayor@cityofracine.org](mailto:Mayor@cityofracine.org)>; Martin, William <[William.Martin@cityofracine.org](mailto:William.Martin@cityofracine.org)>

**Cc:** Lila Fleishman <[lila.fleishman@smartcitiescouncil.com](mailto:lila.fleishman@smartcitiescouncil.com)>

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